



INFORMATION UPDATE FOR WHOLESALE CUSTOMERS

http://www.seattle.gov/util/About_SPU/News/Newsletters/index.asp

Seattle Water Supply Indicators

September, 2007

Water Storage	
Reservoir Inflows	
Snowpack	NA
Customer Use	
Overall	
Good Fair Poor	

For more information, visit www.savingwater.org

Taste and Odor

The taste and odor panel is now meeting weekly. Samples are rated on a scale from 1 to 9, with 1 representing the best and 9 representing the worst. The taste and odor flavor rating assessment (FRA) for the Cedar supply (Lake Youngs treated) sample in August was 2.25. The Tolt supply result was 1.33. If you would like to receive a bi-weekly update of the taste and odor panel results, please e-mail Moya Joubert at moya.joubert@seattle.gov.

Lake Youngs

A small algae bloom occurred in August in Lake Youngs. The dominant algae was *Fragillaria* and the biovolume reached a level that would have caused filter clogging. The bloom is already over. There was also identification of the algae *Botryococcus* floating in some of our finished water reservoirs. It was then found in small quantities in Lake Youngs. Neither of these algae are considered to cause health concerns, but they are unusual for Lake Youngs.

SPU Contact: Wylie Harper, (206) 684-7880 or
Lynn Kirby, (206) 684-0216



Water Quality Technical Forum Report

Chlorine Residual and Coliform Data

There were no positive coliform samples in purveyor areas during August 2007. (Seattle had three positive samples in August.) Average chlorine residual concentrations in the purveyor distribution systems ranged from 0.70 to 1.4 mg/L, with an overall average of 0.96 mg/L. The chlorine residual target at the Tolt Treatment Facility remains at 1.6 mg/L, while the Cedar Water Treatment Facility chlorine target is 1.7 mg/L. The number of samples with chlorine less than 0.2 mg/L was 26 in August (out of 827 samples through August 31). This is less than average for August.



Conservation Technical Forum

On the web at <http://www.savingwater.org>

Change in Conservation Technical Forum Liaison to Coordinate WUE Rule Implementation

Mialee Jose will step back from the residential indoor programs and will take on the Wholesale Customer Conservation Technical Forum (CTF) liaison role, which she held some years ago, prior to Arece Hampton. Because of Mialee's role preparing the Regional 1% Annual Report, the re-tooling of that report to meet the new State Department of Health Water Use Efficiency (WUE)

Rule requirements, and the coordination of DOH reporting among all Saving Water Partnership utilities, it makes sense to consolidate the annual reporting and CTF liaison role. Arece Hampton will be stepping back from his role as Conservation Technical Forum Liaison and take on new regional program management responsibilities for residential indoor behavior programs, including the October FlushStar and WaterSense toilet promotion. Arece will also continue to manage residential indoor hardware programs, including this year's showerhead distribution.

CONTACT: Arece Hampton, (206) 733-9137 or Miale Jose, (206) 615-1452



RESIDENTIAL INDOOR Showerhead Program Reaches 27% Response Rate

As of Sept 4, 2007, approx 90,000 customers have requested a water-efficient showerhead,

which is a 27% participation rate in the program. The program has been extended to Oct 31, 2007 to ensure the maximum participation and give residents who were on vacation a further chance to participate. The TV commercial has been revised to overcome a barrier identified in a survey which indicated that some customers weren't participating because they believed they already have an efficient showerhead. The revised commercial will run from September 3 to September 14, 2007. Thank you to the many partners who have run a print ad in utility newsletters and community newspapers. **For those who are interested in running this ad, there's still time, and SPU will cover the cost of publication.**

The Showerhead Program is generating inquiries from cities outside our service territory. Four cities have contacted SPU to learn more about how the collaboration came about, so that they may duplicate the success.

CONTACT: Arece Hampton, (206) 733-9137

October FlushStar and WaterSense Toilet Promotion Planned

The SWP plans to raise customer awareness of FlushStar and WaterSense labeled toilets this fall and encourage customers to choose a quality water-efficient toilet. Toilet models that qualify for these labels have been independently tested and proven to perform, and offer excellent long-term water savings. In addition to raising awareness, the campaign aims to overcome the barrier of people thinking that efficient toilets don't work well, by asking retailers to provide toilet models on display that customers can test-flush.



The strategy of the campaign is to encourage customers to go into participating retailers (Aurora Plumbing, Home Depot, Junction True Value Hardware, McLendon Hardware, Morgan Electric & Plumbing, and Pacific Supply) during the month of October to see FlushStar and WaterSense toilets on display. The primary tactic will be a humorous TV spot, aired on broadcast and cable television. The TV ad will be supported by articles in utility newsletters, and print ads in non-English language newspapers.

CONTACT: Arece Hampton, (206) 733-9137

WashWise Program Expands Partnership

The WashWise program has three new partners: City of Renton, Tacoma Water and Tacoma Power. This expands the regional aspect of this rebate program, provides many more customers with the opportunity to participate, and spreads program marketing costs. Rebates for the Saving Water Partnership through July 31, 2007 total 66,573.

CONTACT: Billie Fisher, (206) 615-1282



Multi-Family Toilet Rebate Program

In its efforts to promote HET's (high efficiency toilets that flush 1.28 gallons or less) for the Multi-family program, SPU is testing a new Caroma Sydney dual-flush toilet in two smaller buildings as a pilot to eventually replace the existing 1.6 gallon Western Pottery toilet.

Plans are currently underway for a media event to promote the new WaterSense program which will eventually phase-out the FlushStar list SPU developed a few years ago. Negotiations with local retailers, manufacturers and the EPA are centered on announcing the new WaterSense label and products.

CONTACT: Billie Fisher, (206) 615-1282



RESIDENTIAL LANDSCAPE

Right Plant, Right Place Campaign

This campaign runs from September 1 through October 31. It is a pilot with four nurseries - Swansons, Molbak's, Furney's and Sky - to see if we can use plant discounts of at least 25% provided by these nurseries to encourage customers to choose plants based on plant needs as opposed to just aesthetic factors. Using the "right plant in the right place" concept should result in lower water needs and could reduce or eliminate fertilizer and pesticide use in the long run.

In addition to a TV ad campaign and print ads to promote the campaign, we also will be offering classes at these nurseries, which will begin on September 3. The campaign is also highlighted on savingwater.org.

CONTACT: Liz Fikejs, (206) 615-0516

New Watering Leaflet

As covered in last month's update, this summer's radio campaign focused on educating our customers about the best way to water for plant health and efficient water use, i.e. to water deeply and less often. As a complement to this campaign, we have developed a flyer to educate customers about watering that is targeting nursery customers. "Watering to Establish Your New Plants - for Healthy Roots and Better Drought Tolerance" will be distributed through the four nurseries we are partnering with on the Right Plant, Right Place campaign: Swansons, Molbak's, Furney's and Sky. We are hoping to expand the distribution of this flyer to other nurseries this next spring.

CONTACT: Nota Lucas, (206) 684-5885

Irrigation Trainings Held for Contractors

SWP and the Washington Irrigation Contractors Association (WICA) held a series of trainings for irrigation contractors in August, including classes on simplified irrigation scheduling in English and in Spanish. Attendance was modest, and the Spanish language class had the most attendees. Response was positive, and attendees appreciated the information. Additional trainings and a vendor fair will be offered the week of November 26. More details will be provided when the schedule is completed.

CONTACT: Allegra Abramo, (206) 233-5132

Efficient Irrigation Mailings Successful

This summer, SWP completed two mailings on "smart" controllers to approximately 15,000 high peak and backflow inspection customers. (Smart controllers are weather or soil-moisture based controllers that automatically adjust based on environmental conditions; they have been shown to cut water use by up to 30 percent.) More rebate applicants are telling us that they learned about the rebates through a letter, indicating that the mailings have been successful in encouraging more customers to upgrade their controllers.

CONTACT: Allegra Abramo, (206) 233-5132

COMMERCIAL**Urinal Study Underway**

A study is underway testing the performance of existing urinals. The first phase of the study has been completed: a consultant has surveyed and catalogued urinals in a sample of buildings across the Saving Water Partnership territory. Collecting this data will allow for a rough approximation of the existing distribution of urinal fixtures. The next phase will select a small number of facilities to performance test up to 50 fixtures, representing the variety of fixture and flush-valve combinations found in the survey. A smaller number still will be retrofitted with selected high performance equipment to measure potential water savings for each item or combination of items. Results and

recommendations are expected by the end of the year to help guide the development of a possible urinal program in 2008.

CONTACT: Philip Paschke, (206) 684-5883

Brochure for Commercial and Multifamily Customers Nearly Complete

The long-awaited water conservation brochure specifically designed for the SWP is nearly finished. Complete with case studies and testimonials from projects in wholesale water districts, this handout will provide up-to-date information on water conservation programs available to the commercial and multi-family sectors in the SWP.

CONTACT: Philip Paschke, (206) 684-5883